

Bobby Diamond

Lead Product Designer & Product Manager



EXPERIENCE

Lead Product Designer & Product Manager

Swap

Apr 2020 - Present - 1 yr 11 mos, Mexico

Managed the product roadmap, backlog prioritization and user stories creation to deliver CNBV compliance tasks while improving most of the main product features; impacting the NPS positively.

Lead UI/UX Product Designer

Swap

Mar 2019 - Apr 2020 - 1 yr 2 mos, Mexico

Added the product design process into cross-functional teams to prototype, design and deliver the UI and UX in a collaborative experience: research, design, test, assess and iterate.

UI/UX Product Designer

Near BPO

Nov 2017 - Feb 2019 - 3 yrs, Mexico

Managed the design research, understanding and delivery of digital products (local and foreign clients): CMR, HR, POS, E-commerce, Corpfolder (accounting administration) and data dashboards.

Jr. UX/UI Designer

Osom

Jun 2015 - Apr 2016 - 11 mos, Mexico

Designed apps for Blim, Eva, several local clients and BoxFactura.

EDUCATION

Bootcamp in Front and Back

End

Dev.F

2015, Mexico

Degree in Art Direction

Miami Ad School

2012 - 2014, Mexico - Germany

Degree in Communication

Sciencies

CUC

2008 - 2011, Mexico

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 [hardcorebobbyd.github.io](https://github.com/hardcorebobbyd)



Industry Knowledge

Critical Thinking
Problem Understanding
User Discovery
User Interface (UI)
User Experience (UX)
Wireframing
Prototyping
Roadmapping
Features prioritization
Product Lifecycle

Tools & Technologies

Figma, Sketch, XD, Invision,
Abstract, Zeplin, Google
Analytics, Amplitude, Agile,
Scrum

Other Skills

HTML, CSS, JS, jQuery,
Advertising, Branding

Languages

Spanish (native)
English (professional)
Portugues (pre basic)
German (pre pre basic)

Social

www.linkedin.com/in/hardcorebobbyd